



Porsche India introduces Assured Buy-Back Program with guaranteed future value

03/08/2026 Porsche India has introduced a new Assured Buy-Back Programme in association with a preferred company, offering customers greater ownership confidence, enhanced peace of mind and increased flexibility throughout their ownership journey. Customers have the option to opt for a guaranteed buy-back value of up to 70 per cent after 36 months.

India | Porsche India has announced the launch of its Assured Buy-Back Program, a new customer offering designed to provide greater peace of mind by establishing a pre-determined future value for eligible vehicles at the time of purchase.

Available through a strategic association with a preferred company, the programme offers customers the option to opt for increased financial certainty by protecting against fluctuations in vehicle resale values. The Assured Buy-Back Value Product covers the difference between the pre-agreed assured value and the actual resale value realised at the time of sale, subject to the terms and conditions of the

programme.

The initiative is available to private vehicle owners purchasing eligible Porsche models, including the Cayenne, Macan Electric and Taycan. By offering a pre-determined resale value, the programme aims to simplify ownership planning while providing customers with greater flexibility to continue their journey with the Porsche brand.

"The introduction of the Assured Buy-Back Program provides our customers with greater peace of mind while offering the flexibility to continue their journey with the Porsche brand." said Ashutosh Dixit, Head of Porsche India.

"As we continue to enhance the ownership experience, this initiative reflects our commitment to delivering solutions that support our customers during their ownership journey."

The coverage period extends for three years from the vehicle sale invoice date. At the end of the coverage period, customers benefit from a pre-agreed future value, providing greater clarity when planning their next vehicle purchase.

With the introduction of the Assured Buy-Back Program, Porsche India continues to expand its portfolio of customer-focused ownership solutions, reinforcing its commitment to delivering a premium ownership experience that extends well beyond the point of purchase.

In The Media

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